



THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application No. : 10/798,640 ) Primary Examiner: Stibley, Michael R.  
5 Filing Date : 03/11/2004 ) Group Art unit: 4194  
First Named Inventor : K. Witzenburg )  
Firm Docket No. : MSL001 )  
10 \_\_\_\_\_ )

For: METHOD FOR PROVIDING DISCOUNTED MEDIA PLACEMENT AND  
MARKETING SERVICES TO A PLURALITY OF ADVERTISERS

**RESPONSE/AMENDMENT**

Mail Stop: **AMENDMENT**  
20 Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

TO THE COMMISSIONER FOR PATENTS:

25 In reply to the Office Action dated **01/04/2008**, for which the period of response  
extends to and includes **06/04/2008**, the Applicant(s) respectfully request the entry and  
consideration of the following amendments and/or remarks to the above captioned  
application. No new subject matter has been added, and all amendments and/or remarks  
30 herein are made without prejudice.

**Amendments to the Claims** begin on page **2** of this paper.

**Remarks/Arguments** begin on page **8** of this paper.